



THE U.S. COMMERCIAL SERVICE EMBASSY OF THE UNITED STATES RIYADH

September 28, 2014

Dear Mr. Business Executive,

I am pleased to inform you that the ***Ambassador of the United States to the Kingdom of Saudi Arabia Dr. Joseph W. Westphal***, will lead a business delegation organized by the Commercial Section at the Embassy to attend the Consumer Electronics Show (CES) 2015 in Las Vegas, Nevada, from January 6-9, 2015.

The International CES is the world's largest annual exhibition for the consumer technology industry, from 3D printing, fitness and gaming, smart homes to wireless devices and much more. It is the premier tech event bringing together consumer technology product manufacturers, distributors, researchers, content developers, financial and industry analysts, and press; with the highest concentration of buyers and decision-makers in the retail distribution channel. Visit www.CESweb.org for the most up-to-date show information.

As part of the official U.S. Government delegation, you will be entitled to:

- Promotion of your company profile in a delegation brochure
- Advance hotel booking and pre-show registration
- Access to the International Business Center (IBC)
- Lower hotel rates
- Invitation to a networking Reception for Saudi delegation members
- B2B Meetings with American suppliers

A nominal fee of \$400 (and \$200 for each additional company executive) covers all the above services. I would like to invite you to please contact Ms. Hanein Nassar at (011) 488-3800 Ext. 4511 or 0569080610 or Mr. Ahmed Khayyat Ext. 4441, Mobile # 0504427547 for more details. You can also write to Hanein.Nassar@trade.gov or Ahmed.Khayyat@trade.gov. Due to limited number of slots, I urge you to confirm your participation by no later than December 15, 2014.

I look forward to welcoming you in Las Vegas.

Respectfully,

Erik Hunt
Acting Senior Commercial Officer



Join the U.S. Commercial Service's Delegation To **Consumer Electronics Show CES 2015** **January 6-9, 2015 Las Vegas, NV**

Invitation

The United States Commercial Service located at the American Embassy would like to invite you to join a Saudi trade delegation to visit Consumer Electronics Show CES 2015 which will be held in Las Vegas, NV January 6-9, 2015.

About CES

The International CES is the world's largest annual trade show for the consumer technology industry, from 3D printing, fitness and gaming, smart homes to wireless devices and much more. It is the premier tech event bringing together consumer technology product manufacturers, distributors, researchers, content developers, financial and industry analysts, and press; with the highest concentration of buyers and decision-makers in the retail distribution channel. Visit www.CESweb.org for the most up-to-date show information.

WHY CES?

Meet New U.S. Suppliers: 2014 CES featured over 3,600 exhibitors

View New Products: Over 20,000 new products were unveiled at the 2014 CES.

Free Admission: Complimentary Exhibits Plus Pass for all IBP delegation members

As a member of our delegation, we offer the following services:

Promotion of your company profile in a delegation brochure

Advance hotel booking and pre-show registration

Access to the International Business Center (IBC)

Lower hotel rates

Invitation to a networking Reception for Saudi delegation members

B2B Meetings with American suppliers



Connecting you to U.S. suppliers.

The U.S. Commercial Service supports the President's National Export Initiative.

Contact Us Today

export.gov/SaudiArabia

U.S. Commercial Service
Riyadh, Saudi Arabia

Hanein Nassar

Commercial Specialist
966-11-4883800 ext. 4511 (office)
966-569080610 (cell)
hanein.nassar@trade.gov

The U.S. Commercial Service, as the trade promotion arm of the U.S. Department of Commerce's International Trade Administration, is a trusted resource for international business.

We charge delegation members a nominal fee of \$400 (\$200 for each additional delegate) to cover the above services. If you are interested in joining our delegation, or would like further information, please contact Ms. Hanein Nassar.

Registration Deadline: December 15, 2014



BUSINESS INTEREST QUESTIONNAIRE

Consumer Electronics Show CES Jan 6-9, 2015

Las Vegas, Nevada, USA

The information you provide below will be put in printed brochure that will be used to promote your company among U.S. manufacturers and suppliers. It will also be used for advance hotel booking.

NAME OF PARTICIPANT (S): _____

TITLE (S): _____

NAME OF FIRM: _____

P.O. BOX: _____ CITY: _____ POSTAL CODE: _____

TELEPHONE: _____ MOBILE TEL: _____ FAX: _____

E-MAIL: _____ Web Site: _____

No. of Employees: _____

CREDIT CARD INFORMATION

AMEX ____ VISA ____ MASTERCARD ____ OTHER ____ IF OTHER, SPECIFY: _____

CREDIT CARD No.: _____ EXPIRATION DATE: _____

NAME ON CARD: _____ CCV Code: _____

Hotel Check-in Date: _____ Hotel Departure Date: _____

Room Type: SINGLE ____ DOUBLE ____ Smoking () Non-Smoking ()

BRIEFLY DESCRIBE WHAT YOUR COMPANY DOES (COMPANY PROFILE), (attach another page if necessary):

WHAT PRODUCTS ARE YOU LOOKING FOR AT THE SHOW? WHAT IS YOUR COMPANY OBJECTIVE?

Ms. Hanein Nassar, Tel: (11) 488-3800 Ext. 4511, Fax: (11) 488-3237

Mobile: 0569080610, E-mail. Hanein.Nassar@trade.gov